



Takoma Park City Council Meeting – September 6, 2017 Agenda Item 2

Voting Session

Single Reading Ordinance Authorizing Award of Contract for Legislative Advocate Services

Recommended Council Action

Adopt Ordinance

Context with Key Issues

While the City has contracted with a firm to provide legislative advocacy services at the State level for many years, we have not had similar services provided at the County level. As part of the 2016 Council Retreat, the Council discussed strategies to try to increase funding to the City from Montgomery County. One of the strategies discussed was potentially utilizing the services of a legislative advocacy firm, as we have done at the State level.

A Request for Proposals for legislative advocacy services was posted in June 2017 with a July 7, 2017 deadline for submission of proposals. The scope of services in the RFP included:

- Monitoring and tracking proposed legislation and actions of the Montgomery County Council, Montgomery County Executive, and other County and/or M-NCPPC governmental entities that may impact the City of Takoma Park.
- Helping the City strengthen relationships with County Councilmembers and County government officials and employees.
- Monitoring issues of importance to the City of Takoma Park.
- Working with County Councilmembers and their staffs and with County officials and employees to ensure their appreciation of the needs of the City of Takoma Park and of the possible impact of proposed legislation on the City.
- Coordinating and/or preparing position statements and testimony for the City.
- Coaching City Councilmembers and City officials and staff on how to frame issues, present testimony and interact with legislators and County officials to successfully promote the City's interests.
- Working and coordinating with the City's State-level legislative advocate as appropriate.

We received four proposals from 1) Alexander & Cleaver, 2) Harris, Jones & Malone, 3) Public Policy Partners, and 4) SSGovRelations & Greenwill Consulting Group. Based on an evaluation of each of the firms' experience, responsiveness to the RFP, and cost for services, the top two firms were invited for in-person interviews with a group of Council and staff members. The group recommends awarding and executing a contract with Alexander & Cleaver at the quoted fixed fee price of \$20,000 for the initial year.

Council Priority

Engaged, Responsive & Service-oriented Government

Environmental Impact of Action

Specific impacts will be determined based on the legislative requests of Council during the term of the contract.

Fiscal Impact of Action

\$20,000 for the initial year of the contract.

Racial Equity Impact of Action

It is expected that the selected firm will advocate on behalf of the Council and its established priorities, including racial equity. Specific impacts will be determined based on the legislative requests of Council during the term of the contract.

Attachments and Links

- Ordinance Authorizing Award of Contract for Legislative Advocate Services

Introduced by:

Single Reading Ordinance

CITY OF TAKOMA PARK, MARYLAND

ORDINANCE NO. 2017-

**AUTHORIZING AWARD OF CONTRACT FOR
LEGISLATIVE ADVOCATE SERVICES**

WHEREAS, the City of Takoma Park has contracted with a firm to provide legislative advocacy services at the State level for many years, but has not had similar services provided at the County level; and

WHEREAS, the Council has discussed various strategies to try to increase funding to the City from Montgomery County and one of the strategies discussed was utilizing the services of a legislative advocacy firm to represent the City's interests at the County level; and

WHEREAS, a Request for Proposals (RFP) for legislative advocacy services was posted in June 2017 with a July 7, 2017 deadline for submission of proposals; and

WHEREAS, we received proposals from four firms specializing in legislative advocacy; and

WHEREAS, representatives of the Council and City staff met with representatives of two firms identified by staff as finalists based on the evaluation criteria outlined in the Request for Proposals; and

WHEREAS, the firm of Alexander & Cleaver was ultimately selected for the contract award; and

WHEREAS, the fixed price fee for provision of the services outlined firm's proposal is \$20,000 for the initial contract term.

NOW THEREFORE BE IT ORDAINED BY THE COUNCIL OF THE CITY OF TAKOMA PARK, MARYLAND THAT:

SECTION 1. The City Manager or her designee is authorized to enter into a contract with Alexander & Cleaver to provide legislative advocacy services as outlined in the firm's proposal for a fixed price fee of \$20,000.

SECTION 2. The City Manager or her designee is further authorized to renew such contract for up to four additional one-year terms subject to the firm's performance and the amount of funds budgeted.

SECTION 3. This Ordinance shall become effective immediately.

Adopted this ____ day of _____, 2017 by roll-call vote as follows:

AYE:

NAY:

ABSTAIN:

ABSENT: